

# Economic Development Committee Service Plan: October 2008 – March 2010

## Summary

This plan reports on performance against those actions that the Council has agreed must be taken to achieve continuous improvement in service priorities for Economic Development.

It combines the targets that have been agreed within the –

• Sustainable Community Strategy and Corporate Plan	-	SCS
• Economic Strategy	-	ES
• National Indicator Set (replacement for BVPIs)	-	NI
• Surrey-wide Local Area Agreement (2008-11)	-	LAA
• Carried forwards from Strategic Plan (2005-2010)	-	SP
• 5 year Financial Forecast	-	FF
• Carried forward from CPA Improvement Plan	-	CIP
• Asset Management Plan	-	AMP
• Published Service Standards	-	PSS
• Risk Management Plan	-	RMP
• Equality Policy	-	EP
• Corporate Governance Requirements	-	CGR
• Annual Efficiency Targets (DCLG)	-	AET
• Statement of Internal Control	-	SIC
• Data Quality Policy	-	DQP
• Procurement Strategy	-	PrS

The 'Source' column of the table below indicates the source document for the action point

## Performance:



Progressing well







At risk of not being delivered and may require intervention






Failing




Action complete

Ref	Source	Action	Project Lead	Implement by (not later than end March 2011)	Barriers to Implementation / Additional Resources Identified	Target Outcomes	Performance	Comments
1.1	AMP	Optimise use of and return from property assets, and contribute to required revenue betterment	Valuer	March 2010 (initial phase)	Potential planning issues Political policy considerations about realisation of assets State of market	A target will be provided in the AMP		Asset Management Plan is currently under review and will be brought forward during 2009
1.2	SCS H1	A target to provide 500 affordable housing units over the 5 year period from December 2006 to December 2011 was set when the Housing Strategy was adopted in December 2006.	Director of Housing & Community Services / Director of Technical Services	December 2011	Availability of suitable land; development of relevant size; grant funding availability; slow down in housing market Housing Corporation funding	The number of affordable homes that the Council facilitates		18 new homes have been built and 15 acquired under the Homebuy initiative, making a total of 33. 167 units are under construction
1.3	SCS C2	Use of strategic property holdings to improve physical environment	Valuer Head of Planning		Economic downturn Private sector investment	Implementation of new schemes Number of vacant units Average rents		Proposals for quality food store/hotel in Egham on Council land will enhance the town's facilities from 2010/11 Council promote 1 major scheme p.a.
1.4	CIP	Aim to review car parking charges on an annual basis	Head of Engineering	Annually	Engineering staff resources	Car parking charges reviewed by Committee		Car parking charges reviewed in September 2008. Tariffs restructured from January 2009

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1.5	SCS C1	Develop policies to ensure town and village centres are desirable places to visit and encourage an improved retail offering	Head of Planning		Economic downturn Private sector investment	Strategy to achieve physical improvement and appeal of town and village centres Additional retail content in town centres Retail sector employment		Town centre and employment strategies scheduled in Local Development Framework Retail Impact Assessment completed as part of LDF
1.6	SCS J4 NI 152 (LAA)	Enhance range and number of job opportunities (Working age people on out of work benefits)	Head of Planning		Economic downturn Private sector investment	Retail sector employment Vacant units Surrey-wide reduction Yr1 - 0+/- Yr2 - 0.025% Yr3 - 0.025%		Town centre strategies scheduled in Local Development Framework Retail Impact completed as part of LDF.
1.7	CIP	Fulfil obligation under Section 17 of the Crime and Disorder Act 1998, by Seeking to achieve Safer Parking standard in all Borough Car Parks Maintain standard in currently agreed 15 car parks	Head of Engineering	At least one additional free car park per year	Cost of improvements Engineering staff Crime reduction advice	Park Mark accreditation Maintain present accreditation		All chargeable car parks are now accredited.

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1.8	CIP	<p>Introduce regular management reviews of car parks to maintain efficiency and meet the requirements of the local community, including:</p> <ul style="list-style-type: none"> <li>▪ Infrastructure maintenance</li> <li>▪ General operations</li> <li>▪ Opportunities for increased income</li> <li>▪ Financial management</li> <li>▪ Tourist information &amp; signing</li> <li>▪ The needs of minority users such as disabled persons, parent &amp; child and motorcyclists</li> </ul>	Head of Engineering	March 2011	Availability of engineering staff resources	Management reviews completed	<b>G</b>	Continued maintenance of all car parks Improvements at Murray Road, Ottershaw Increased income through parking charges
1.9	SCS (i) EP	<p>Undertake Equality Impact Assessments (EIAs) in all service areas and reassess every three years.</p> <p>Implement appropriate action to remedy any adverse impact found or research to fully understand impact.</p> <p>Monitor existing and proposed policies, procedures and strategies for adverse impact on equality</p>	All	As set out in Equality Action Plan  As appropriate  March 2011	Need appropriate training and staff resources	EIAs completed Action arising from EIAs implemented Monitoring regime in place	<b>G</b>	EIA to be undertaken in property letting/asset management.  Local Development Framework policies to be reviewed as developed.
1.10	SCS (i) EP	Report on progress against departmental Equality Action Plans	All	Half-yearly report	Refer to departmental Equality Action Plans (EAPs)	Refer to EAPs	<b>G</b>	

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1.11	SCS T3 T4 T5 S6	Continue to work with the Highways and Transportation Authority (Surrey County Council) and private sector providers to progress, develop and expand alternative transportation to the motor vehicle and promote safe train and bus service integration throughout the Borough	Head of Engineering, Head of Planning, Policy & Impt Manager, Safer Runnymede	March 2011	Resources from Surrey County Council –improvements budget reduced to facilitate maintenance  Ability of operators to co-operate	Physical improvements implemented  Number of Students using the Yellow school buses  Secure additional external income/ subscription fees following commissioning of new centre  School travel plans in place  Regular liaison with South West Trains and other transport operators		In liaison with schools/businesses identify potential improvements and/or extensions to existing cycle routes. Several new schemes completed.  Promote school/business travel plans - ongoing  Award of franchise to Stagecoach has enabled longer term programme to be considered – contact established to pursue issues of common interest  CCTV link between local train stations and Safer Runnymede Established

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1.12	SCS T1	Seek to achieve external funding to cover the full cost of the Yellow bus project	Head of Planning Policy & Impt Manager	March 2011	Lack of continuity of sponsorship and of Government funding  Need to secure S106 funding	Budget figures for 2008/09: Fares £103,000 s106 £129,000 Sponsorship £180,000	<b>G</b>	£62,000 collected in funds, mainly sponsorship, currently outstanding. £94,300 collected from fares and £161,000 section 106 money  Significant efforts made to draw in business sponsorship, and responses made to any Government funding initiatives
1.13	SCS T2	Conditional support for the 'Airtrack' initiative (rail link to Heathrow Airport)	Chief Executive Officer, Director of Technical Services	March 2011	Level crossing down time.  Provision of suitable transportation and station infrastructure and parking provision  Availability of commercial support  £5,000 annual contribution to consortium/ staff input	'Airtrack' proposals implemented  Level crossing 'downtime' reduced  Additional infrastructure in place	<b>A</b>	Work with transport operators to improve and co-ordinate services. BAA plc is sponsoring the TWA needed as the first step towards promoting the scheme.  Continued to participate in Airtrack Forum
1.14	SCS J1	Support the sustainable development of further and higher education within the Borough	Head of Planning	December 2011	Conflict with Green Belt policy  Schools/College fail to submit scheme to LPA  Provision of residential accommodation for students  Existing planning staff	Student numbers  University national ranking  A2 results	<b>G</b>	Potential student accommodation at former Brunel campus at

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1.15	SCS T1 T2 T3 T4 T5	Reduce traffic congestion through measures including: - Travel plans - Promotion of public transport options - Integrated public transport - Encouraging flexible working patterns: 24 hour working - Enhancing road/transport infrastructure	Head of Engineering, Head of Planning, Policy & Impt Manager Transport Task Group		Availability of funding  Ability to influence local businesses to adopt Travel Plans	Reduction in vehicle movements  Travel plans in place  Integrated public transport timetabling  Maintaining Yellow Bus Service	<b>G</b>	Continued to work with Runnymede Business Partnership to maintain the Yellow Bus Scheme. Supported Quality Bus Partnership (Englefield Green – Staines corridor) that is now operating successfully. Potential for real time information on the bus route being considered.  Work with Surrey County Council to encourage "safer routes" to school  Working with South West Trains to increase peak hour use of Staines-Weybridge train service by revised ticketing arrangements  Development of new transport related policies through the Local Development Framework
1.16	RMP SCS B1 B2 B3 C3	Working closely with business and those wishing to locate or expand in the Borough to maintain and improve the current economic prosperity.	Chief Executive Officer, Director of Technical Services, Head of Planning	March 2011	National and regional economic downturns  Maintaining good links with larger businesses influenced by staff changes/movement in major companies	Number of new VAT registrations  Entries in Business Directory	<b>G</b>	Continued low unemployment High occupancy rates of commercial premises  The RBP Business Directory 2008 provides details of some 1800 companies in the Borough

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1.17	SCS C1	Continue to improve the general environment of our three main town centres whilst encouraging and maintaining local and village economic vitality, and to develop some specific goals and timetables for the emerging proposals.  Fulfil obligation under Section 17 of the Crime and Disorder Act 1998, by supporting measures which reduce crime and disorder in town and village centres.	Director of Technical Services  Head of Planning	March 2011	Maintaining staff resources and availability of capital funding for schemes  Ongoing changes to Local Development Framework process will cause delays  Policy & Implementation staff as part of LDF process  Capital funding for schemes  Surrey County Council funding for highway works  Crime reduction advice	Town & village strategies in place  Adhering to the timetable in the local development scheme	<b>G</b>	Timetables for implementation of town and village centre strategies set out in Local Development Framework.  New programme of work now operational.  LDF Issues and Options Consultation June 2008
1.18	SCS B3 C1 C2 C3  ES  CIP	Through the Economic Strategy the Council will help maintain the vitality of the local economy and encourage its growth in a sustainable manner	Policy & Impt Manager	March 2011	Establishing the link between the Local Development Framework, Economic Strategy & Community Strategy  Changes to regional planning structure 2007-2010  P & I Staff	Unemployment rate  Average salaries	<b>G</b>	Review of the Economic Strategy to be undertaken in 2008/09 – delay due to the wider issues not yet resolved in South East Plan. The Regional Economic Strategy is also being reviewed which may have implications for local economic policy guidance  Links to the South East Plan

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1.19	SCS J2 NI 163 (LAA) NI 164 (LAA)	Develop adult education initiatives and promote 14-19 learning	Community Learning Partnership, Young People Task Group		Clarity of syllabus from Government Take up from business partners Existing P & I staff	Student take up of 14-19 Diploma Number of local businesses participating Working age population qualified to at least Level 2 or higher Surrey-wide Yr 1 – 77.5 Yr 2 – 78.5 Yr 3 - 79.5 Working age population qualified to at least Level 3 or higher Yr 1 – 59.4 Yr2 – 60.4 Yr3 – 61.4	<b>A</b>	There has been difficulty in finding business partners, exacerbated by the economic downturn  14-19 Diploma promoted at Business Partnership Breakfast Forum  Jubilee High School facilitator involved with Business Partnership

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1.20	SCS B1 B2	<p>Promote local businesses by facilitating networking and business related initiatives:</p> <p>produce regular updates of the Runnymede Business Directory (sponsored)</p> <p>produce three business newsletters per year (sponsored)</p> <p>arrange four RBP breakfast meetings per year (sponsored)</p> <p>continue to increase numbers of organisations on the Runnymede Business Partnership data base</p> <p>target major employers for Runnymede Business Partnership sponsorship/involvement</p> <p>attract new firms to the 'Loyalty Card' scheme and promote scheme</p> <p>secure six articles per year in the local press relating to Business Partnership activities and events</p>	<p>Head of Planning</p> <p>Policy &amp; Impt Manager</p>	<p>December 2010</p> <p>Annual (March)</p> <p>Annual (March)</p> <p>Annual (March)</p> <p>March 2011</p> <p>March 2011</p> <p>Annual (March)</p>	<p>Willingness of business community to participate and provide sponsorship.</p> <p>Economic downturn</p>	<p>Directory published biennially</p> <p>Three newsletters produced annually</p> <p>four meetings per year</p> <p>Maintain a database of organisations</p> <p>Maintain sponsorship received</p> <p>Maintain participating firms and cardholders</p> <p>Six press articles</p>	<p><b>G</b></p>	<p>i) Achieved sponsorship for 2008</p> <p>ii) Published 7th directory</p> <p>Target met</p> <p>Three were held as sponsor dropped out of Budget meeting</p> <p>1700 organisations in new Business Directory 2008</p> <p>Funding for 3 newsletters and 4 forum events achieved. Several business seminars and associated 'sponsored' events/promotions organised.</p> <p>95 local firms participate 5,000 cardholders</p> <p>Numerous articles appearing in Surrey Herald</p>